



RJR "New World" Merchandising Show Proposal

November 1997



Issue...

Until a final decision is made regarding the proposed FDA Regulations RJR has taken a position that the Retail Trade should not make major changes to self-service merchandising until exact determinations are made.

- RJR's Competitors could gain key dominant backbar space
- Retail sales could be negatively impacted.
- RJR's share and volume could suffer based on previous studies (S/S to NSS)

Objectives...

- Communicate to the Retail and Wholesale Trade the following:
 - RJR's position and basic merchandising recommendations during the transition.
 - Availability of RJR Merchandising during the transition and into the FDA Regulation Era.
 - Maximize retail sales by applying the 3 P's to new merchandising sets
 - Continue to emphasize the Industry Approach as the right approach for the Retail Trade
 - Continue RJR's role as the *Category Advisor* to the Retail Trade

Strategy...

- Conduct a Merchandising Show featuring
 - Complete sampling of RJR New World Merchandising
 - Video tape of merchandising setups currently on location in Winston-Salem
 - Presentation of RJR's position on where we are today, and what we have available for tomorrow to assist the Retail Trade in continuing Category Strength for the future.

Show Setup...

- Location Long Island and New Jersey (two shows)
- Participants
 - RJR: Key Account Managers, Account Managers, Division Managers and Sales Representatives from New York Metro and Philadelphia Regions.
 - Retail Trade: Identified large and small chains. Key Retailers in each sales assignment (recommended minimum 20 calls per assignment).
 - Wholesale Trade: All area wholesalers
- Timing 3rd week in January
- Show Length 3 days
 - 1/2 day preview for Managers and Sales Reps
 - Strategy discussion
 - 2 1/2 day show for Trade

Show Setup...

■ Logistics

- Use merchandisers shown at NY Metro Annual Meeting
- RJR Personnel to meet with their customers at show area
- Provide sufficient area in a hotel or banquet facility in an accessible area for
 - Adequate space to display New World Merchandisers
 - Area to view merchandising video
 - Area for refreshments